



City of Arts & Innovation

## ***Fit, Fresh and Fun Forum - MINUTES***

*Monday, November 18, 2013*

*3:00 – 5:00 p.m.*

*City Hall- 7th Floor Mayor's Ceremonial Room (MCR)*

*3900 Main Street Riverside, CA 92522*

*( 951) 826-5551*

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### **The Fit, Fresh and Fun Forum Mission Statement:**

**The City of Riverside supports a healthy environment which encourages residents to seek Fit, Fresh, and Fun alternatives for a healthy lifestyle.**

Attendees: Mayor Rusty Bailey, Maureen Kane, Josephine Erickson, Susan Harris, Jane Burkheimer, Kirsten Roloson, Rodney Taylor, Shawn Ajakwe, Jenniemarie Ramirez, Leslie Coulter, Cindy Peterson, Jane Adams, Lynn Heatley, Robin Allen, Miriana Gonzalez, Karen Roberts, Stefani Plummer, Gayle Hoxter, Nancy Allende, Dr. Manoj Shah, Dr. Gaineje Shah, Gabriela Rodriguez, Erin Gettis, Laurent Baillon, Stephanie Smith, Grizelda Reed, Karla Adams

#### **❖ Welcome- Mayor Bailey**

Mayor opened meeting at 3:05pm. He asked all to review minutes from the 08-24-13 meeting and see if there were any changes. None so minutes stand.

Mayor mentioned a few recent successful events in the Community:

- ADA walk November 16th – Rodney and school district received an award – 250 walkers from RUSD (King HS had 50 representatives)
- Citrus Classic
- Karla Adams Health Fair
- CBU Food Innovation Center – Go visit them!
- Long Nights – 6,500 individuals for the event
- Lots of victories

#### **❖ Sub-Committee Updates**

- 1) Karen Roberts – Healthy Youth Programs - Inspires and equips youths lifestyle community leadership
  - a. Students from both districts on the subcommittee
  - b. Have UCR student helping with research data
  - c. Taking on compiling all available inventory of activities, determine any gaps in services and then can determine next steps.
- 2) Stephanie Smith - Start R.I.G.H.T. (Riverside Is Getting Healthy Together) – reduce overall obesity rates for the City of Riverside and our residents
  - a. Start R.I.G.H.T. Campaign – January 25<sup>th</sup>
  - b. – finalizing the workshops to take place at Renck Community Center and Hunt Park.
  - c. Confirming those wanting to do workshops during the 3-month challenge period-Contact Stephanie @ [Stephanie@rchf.org](mailto:Stephanie@rchf.org)
  - d. Nathaniel Whitman – 100 mile club director, collaborating with them as key note speaker. Two grants out to help support the CHALLENGE.
  - e. Walk before the event? Mayors said YES.
  - f. Still looking to find local talents to come back to draw attendance – call out to Scott Tyler Clary's agent
  - g. Focus this year is more youth oriented - Brought on AUSD to be in charge of challenges among the schools over the 3 months – lines up with their PEP grants. During challenge months they will

provide education and fitness opportunity to the community at no charge. Rodney and RUSD said they would like to get involved too.

- 3) Miriana Gonzalez – Workplace Wellness
  - a. Website launched with the Work Right piece added – need everyone to refer to small businesses to the information on this site, especially those who do not have a workplace wellness program in place already
  - b. [www.fitfreshfunriverside.com](http://www.fitfreshfunriverside.com)

❖ **Announcements:**

- 1) Mayor - Good morning Riverside – County CEO Jay Orr spoke about along with public safety; public health is our number one priority. Looked at initiatives where the County could better partner with the city. Walking trails downtown.
  - a. Mayor’s office has a Wellness Bike – bike share – encourages getting out to exercise or “ride” to your local meetings.
- 2) Stefani Plummer – CBU Lancer wellness program [splummer@calbaptist.edu](mailto:splummer@calbaptist.edu)
  - a. 13 departments involved in the Wellness program
  - b. Seeing the students promoting it on their own – they see marketing around campus with the hash tag of lancer wellness--now students creating events, videos, promoting wellness to other students (not coming from rec center, but from the students themselves.
  - c. Employee wellness program, FIT book – partnering with Kaiser – 50 books will go out giving employees a 12 week journal for their food, exercise and emotional tracking– tool to help individual to set their own journey. They have an employee health fair on March 3<sup>rd</sup>
- 3) Lynn Heatley – Covered CA [lynette.heatley@gmail.com](mailto:lynette.heatley@gmail.com)
  - a. Here as an educator and provides information booklets.
  - b. Lots of mis-information out there—her task to provide info (not enrollment).
  - c. Trained as RN, working in the field.
  - d. Works with faith based communities
  - e. Looks at a holistic approach to wellness, how to give back to community and works with Healthy Leaders Thriving Cities, a non-profit.
- 4) Dr. Manoj Shah, GI specialist at Loma Linda & member of American Association of Physicians of Indian Origin [mshah@llu.edu](mailto:mshah@llu.edu) and [www.aapiusa.org](http://www.aapiusa.org)
  - a. National agenda is to address Childhood Obesity
  - b. Kaiser doctor there too). 600 students brought BE FIT BE COOL FOR KIDS.
  - c. Met with superintendent of RUSD.
  - d. February event to target the elementary students
- 5) Robin Allen – Necessary Nutrition [robin@nessynutri.com](mailto:robin@nessynutri.com)
  - a. Licensed nutritionist
  - b. Provides Lunch and Learn sessions for FREE to companies and organizations
  - c. Since workplace wellness is a big trend – they want to come out to businesses for FREE to give workshops and seminars
  - d. They also have their own classroom & bring in different experts for educational workshops
  - e. [RDA@NessyNutri.com](mailto:RDA@NessyNutri.com) or (951) 259-5198
- 6) Jenniemarie Ramirez and Leslie Coulter– on behalf of Phyllis Clark – Healthy Heritage [acsjammer1@aol.com](mailto:acsjammer1@aol.com) and [leslie71413@yahoo.com](mailto:leslie71413@yahoo.com)
  - a. Working with national reach coalition
  - b. Received Prevention Community Transformation Grant –to help maximize the health impact through intervention within the African American community

- 7) Cindy Peterson – University of California Cooperative Extension (UCCE) and Riverside County Master Gardener
  - a. Inland Empire Garden Friendly
    - i. [www.IEgardenfriendly.com](http://www.IEgardenfriendly.com) – learn ways to save water and time
    - ii. Water districts in the Inland/Western Riverside County – identify plants that grow well in our sunset zones. Partnered with home depot to sponsor events to showcase these plants and offer them on sale.
    - iii. How to care workshops and how to plant workshops in SB, RIV, CORONA, and Eastern Municipal Water District.
    - iv. Do Waster wise workshops-Alessandro/Mission Grove – highlight water wise plants, partnered with them to give tours by appointment. Also on the 2<sup>nd</sup> Saturday of month they conduct an 11am workshop on different topics – free to the public
  - b. University of California Agriculture and natural Resources / UC IPM – Statewide IPM Program – [ipm.ucdavis.edu](http://ipm.ucdavis.edu)
    - i. Goal is to help disseminate garden information that is research-based  
[mgriverside@ucanr.edu](mailto:mgriverside@ucanr.edu) or (951) 683-6491 or <http://ceriverside.ucanr.edu>
  - c. Informational tables for community events – help home gardeners
  - d. Offer support for anyone wanting to create a Community Garden
    - i. PSYLIDS- out of control in Florida, taken out ½ their trees
- 8) Stephanie Smith – Riverside Community Health Foundation, Non-profit 501c3 public charity  
[Stephanie@rchf.org](mailto:Stephanie@rchf.org)
  - a. Serve the uninsured or underserved in Riverside
  - b. Grantor – grant local non-profits in the community. For those looking for funding, we are currently offering a Dec 10<sup>th</sup> grant application workshop to help you find out if you qualify. Look on website [www.rchf.org](http://www.rchf.org) Get guidelines and info.
  - c. Serves the community- education prevention from children to seniors
- 9) Jane Burkheimer – Volunteer Tequesquite and Eastside community garden [jcburk@pacbell.net](mailto:jcburk@pacbell.net)
  - a. Tequesquite garden - Eventful time – was ready to have 1<sup>st</sup> orientation at the new garden the same night as the torrential downpour happened which turned their garden into a lake. Demolished all the work-now regrouping, getting help to rebuild infrastructure. Look for us in the 2014.
  - b. Eastside/Emerson garden - Ameri-Core volunteers helped commissioner Inaba on cleaning up garden
- 10) Grizelda Reed – volunteer at Karla Adams [spgriz@att.net](mailto:spgriz@att.net)
- 11) Gayle Hoxter and Nancy Allende – Riverside County Department of Public Health (DOPH)  
[ghoxter@rivcocha.org](mailto:ghoxter@rivcocha.org) and [nallende@rivcocha.org](mailto:nallende@rivcocha.org)
  - a. Network for a Healthy CA grant – working with retailers, businesses, schools, community providing nutrition education
  - b. County workplace wellness – their employees are on the move. Since the first part of November, they are participating in Kaiser's THRIVE event - they have teams now, getting competitive – will continue
  - c. Kaiser Heal Zone grant in Eastside – our own riverside city stars were highlighted at the Pasadena event for their work thus far & Councilmember Andy Melendrez was in attendance.
  - d. Danyte Mockus has taken another job in San Diego – her work and the healthy riverside coalition still going on
  - e. So grateful this November – Getting the word out about the WIC (women, infant, and children) program Federal, fiscal, fiasco. WIC is NOT closed – they are still serving so many families. There to provide services to qualifying mothers and their children 0-5 years old. Even some working employees can qualify. Visit [www.rivhero.com](http://www.rivhero.com) to see if they qualify. \$62/client

- 12) Dr. G. Shah - Kaiser physician and member of American Association of Physicians of Indian Origin [shahg1234@gmail.com](mailto:shahg1234@gmail.com) and [www.aapiusa.org](http://www.aapiusa.org)
- 13) Kirsten Roloson – Assistant Director of Nutrition Services, RUSD [kroloson@rusd.k12.ca.us](mailto:kroloson@rusd.k12.ca.us)
- a. lots going on....breakfast in classroom at four schools-successful and want to expand. Super Snack program (supper program) 3 schools-expanding to a school a month in 2013 and then go to 2014 go to two a month. Cold dinner for those in after school program.
  - b. Central kitchen expansion – better, healthier, fresher, least processed type of food. Make more dressings and sauces
  - c. Summer Feeds Program – gearing up for next year - 21 parks 2-18 years old – free for all – no restrictions mon-fri all summer long. Participation dropped, but know need hasn't dropped – need to partner with other groups to get the word out.
- 14) Shawn Ajakwe – Simply True Wellness [shawn@simplytruewellness.com](mailto:shawn@simplytruewellness.com)
- a. Nutrition, fitness, wellness, coaching and data management. New to Riverside – 1<sup>st</sup> meeting – want to get involved and support the forum. Already working with RUSD
- 15) Rodney Taylor – Director of Nutrition Services, RUSD [rktaylor@rusd.k12.ca.us](mailto:rktaylor@rusd.k12.ca.us)
- a. Concerned with obesity, but also HUNGER. Heard an expert say – if we solve the hunger problem, we solve the obesity program. Percentage of kids at risk for hunger rose 47% up to 68.5% (7 of every 10 kids are at risk of hunger). If hunger is the worst they face- they are doing well. They want to be a catalyst for change. Gayle Hoxter gave props and mentioned Riverside was in last place – office of education said we need to change this – from last place to first place in three years per Rodney.
  - b. He travels around – Riverside is held as the national model – undersecretary in Palm Springs gave him an award
  - c. Encourage 60% of all produce come from local vendors so at peak of season. Demonstrated natl will eat healthier if food provided on a daily basis – can impact change. We can provide fresh foods, but if kids aren't eating it, then what's the point---we can change this by being consistent and by age 18 the children will have developed healthier habits.
  - d. Working with CBU – Dr. Barth and Dr. Sands and Loma Linda University.
  - e. We are a generation at risk. We appreciate the Mayor walking, biking, jogging at ADA walk – excited to be in room with all these businesses and non-profits.
  - f. Wants to partner with START R.I.G.H.T. campaign as well.
  - g. Nationally recognized Chef Ryan Douglass – has done videos with WIC. Want to have the dining experience – change perception.
- 16) Karen Roberts – Kaiser Permanente [karen.s.roberts@kp.org](mailto:karen.s.roberts@kp.org)
- a. They also have maintain no gain, Turkey trot, new THRIVE path for Moreno Valley hospital.
  - b. THRIVE across America – if their employees compete in the trot, they get a stuffed turkey
- 17) Jane Adams – IE racewalkers – [speedywkr@aol.com](mailto:speedywkr@aol.com)
- a. Founded in 1985
  - b. Responsible for the WALK with the Mayor routes
  - c. Check out the video on their website or Mayor's page: [www.riversideca.gov/Mayor](http://www.riversideca.gov/Mayor)
  - d. Trying to attract youths (currently they are mostly middle-age to older).
  - e. More efforts to focus on this area.
  - f. They meet Saturdays at 7am at Mt Rubidoux or 7:30am at Fairmount Park

- 18) Susan Harris – IE Racewalkers and Tequesquite Community Gardner’s and Master Gardner  
[racewalkjudge@gmail.com](mailto:racewalkjudge@gmail.com)
- a. Was able to connect another forum participant to track and field judges for the DisAbility event
  - b. California School for the Deaf contacted Tequesquite to help out
    - i. They have a work program- they have been coming out to help the clean-up efforts
- 19) Karla Adams Fitness Corporation [karla@karlaadams.com](mailto:karla@karlaadams.com)
- a. Successful 3<sup>rd</sup> annual health fair this past October, It’s a Lifestyle Challenge (healthy living – pay it forward program). Gave away a free vacation. First Ms. Riverside fitness pageant. Inspire women to embrace their femininity. Inspire healthy living – 13 nurses doing screenings.
  - b. Next year event is tentatively planned for October 14, 2014
  - c. It’s a Lifestyle Challenge will come again in 2014
- 20) Laurent and Gabriella [lbaillon@aol.com](mailto:lbaillon@aol.com)
- a. taking over the café down street where mission square was before. 2014 – work with farmer’s markets and doing classes in café with the produce. A salad, sandwiches, no oils no fried food. Will bring healthy style food to riverside. Catering and private parties and classes. French pastry chef (Stefani plumber) – chef. Have worked with Eastside Community Garden in the past – to do from farm to table.
- 21) Miriana Gonzalez – HR city of riverside [mgonzalez@riversideca.gov](mailto:mgonzalez@riversideca.gov) (on behalf of Rhonda Strout – Human Resources Director [rstrout@riversideca.gov](mailto:rstrout@riversideca.gov) )
- a. Oversee employee wellness program – initiatives: Maintain don’t gain. 280 registered employees. Pledge to maintain weight within 2 pounds over 8 week holiday program.
  - b. Weekly educational workshops – partner with the community groups
  - c. Prepping for annual Get Fit Challenge – Similar to biggest loser competition – launch after maintain, no gain.
  - d. Stairwell – ongoing program, tracking usage
- 22) Erin Gettis – City of Riverside, Community Development Department, Staff liaison to Riverside Neighborhood Partnership (RNP) and oversees urban design and historic preservation  
[egettis@riversideca.gov](mailto:egettis@riversideca.gov)
- a. GROW RIVERSIDE – Came about when Mayor and Al Zelinka spoke about reinvigorating the 500+ acres rezoned for agriculture, trying to get agriculture as part of the economy for growth
    - i. March 19 & 20, 2014 – 2 day conference form 7:30am-5:30pm [www.growriverside.com](http://www.growriverside.com) to register at the Riverside Convention Center.

OBJECTIVES:

      - Define the opportunity for local food production and agriculture in the city of Riverside
      - Explore solutions to increase local food in the City in a Sustainable and economically viable manner
      - Develop practical next steps to enable riverside to leverage its rich agricultural assets
    - ii. SEED STOCK will be contracted out to put on the event. They have put on many sustainable conferences in the past so using them to partner for this event.
    - iii. Conference will be content driven by them – they have a strong connection with the young, entrepreneurial residents who attend their conferences around the work
    - iv. Riverside is unique that you can have farm, production and catering in close proximity.
    - v. Working with the local universities to grow and use their produce
    - vi. Focus of conference will be on how to attract growers to Riverside
    - vii. How to look at land that is not successful and uncover why
    - viii. Leasing program for unused farming land / financing

- ix. Discuss transfer of developmental rights, keep track of those interested in sub-leasing out their land and talk about innovated things in farming to attract the younger generation, the entrepreneurial
  - x. Western Municipal Water District – Already stepped up as sponsor of Grow Riverside event and be part of the conference. Impressive to what already exists – use conference to connect to right people together—those doing it and those wanting to get involved.
- b. SNAP-ED / Network for a Healthy California GRANT –
- i. City of Riverside was eligible for the grant
  - ii. \$2.1 Mil over the course of 3 years, with a large scope of work
  - iii. USDA money comes through the Department of Public Health and they decide how to disburse these funds – DOPH saw the benefits to have sustainable change by giving the money to local jurisdictions.
  - iv. Primarily focus on nutrition education
  - v. Combo projects working with local school district, parks, my plate, rethink your drink, etc. will be a part of this
    - 1. Some creative ideas with the grant: Biking from farm to farm.
  - vi. Grant will cover sub-contracting with both school districts to have outreach in schools at RUSD-AUSD.
  - vii. Locations - selected neighborhoods – economic based choice for qualifying census tracts.
    - 1. Arlanza neighborhood
    - 2. Casa Blanca neighborhood
    - 3. Looking at parks and schools that fall in those same census tracts. Leadership building – will work with local churches. Neighborhoods – same as HEAL zone program- took leadership academy on the road and had it in the eastside community – ¾ of them were eastside residents. Councilmember Perry – work with him in Arlanza. Work with local neighborhood organizations and health organizations (Arlanza community health center – how to increase leadership there.
  - viii. Staffing to execute grant – City of Riverside will take this on by hiring a project coordinator, contract analyst and weave in the Fit, Fresh and Fun initiatives where applicable
  - ix. Approved by City of Riverside council and now waiting on Riverside Board of Supervisors to approve
  - x. Still in the preliminary stages, but picking up traction as we go

❖ **Next FFFF: Monday, February 24, 2014 – Mayor’s Ceremonial Room**

- ❖ Adjournment 4:30
- ❖ Room will be available to continue 1:1 discussions 4:30 – 5:00

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